

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: All Sales Personnel
From: J. J. Gillis
Subject: Parliament New Package Introduction

Sixth Sales Cycle

Introduction

After a successful test in Texas and Cleveland, Ohio, we are now in the process of introducing Parliament 80 and 85's nationally in a new package and carton. This is an exciting step, which will enhance the total Parliament image and help increase the distribution and customer base of the brand.

During the month of December, 1974, these new packages and cartons will arrive at local distributors, and may begin to appear at the retail level toward the end of that month as supplies of old packages are exhausted. Through January, 1975, each carton will contain an insert announcing the new packages to the consumer and explaining that this is a package change, with the quality of the product remaining the same. (Parliament cases containing the new packages, cartons, and inserts will be stamped with one of two code letters - I or SI.)

General Requirements

- Copies of the carton insert and a trade brochure explaining the change will be included in the P.O.S. materials for the Sixth Cycle. They should be used to notify all accounts about the introduction of the new packages.
- Every effort must be made to rotate the old Parliament 80 and 85 mm packages at every level of distribution during the Sixth Cycle. Supplies of the old packages must be exhausted before the new packages are sold. This is extremely important, as Parliaments in the old package will not be returned to Richmond under any circumstances.

REMEMBER: This is not a new product or a line extension - it is a new package and a new carton.

- New Vending labels will be shipped to D.M.'s and AMDS's and carton rack labels to D.M.'s and AMCS's to arrive the week of December 2, 1974. These should not be used in the Sixth Cycle, but held until the First Cycle, 1975.

Direct Account Activity

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Sell-in efforts for the new Parliament packages should be made during the month of November. A brochure and carton insert are provided to assist you. Inform accounts that heavy advertising support for the new packages will begin nationally on January 20, 1975. Advertisements will appear in magazines, Sunday Supplements, and at outdoor locations.

Specific objectives must be established for the following:

- . Filling distribution gaps which exist in assigned accounts.
- . Insuring proper product rotation at all warehouse levels. It is imperative that all old packages move out first.

Retail Activity

Parliament 80/85's (old package) will be the tertiary brand during the second four weeks of the Sixth Cycle. This promotional support will assist in obtaining full product rotation at the retail level. Specifically, each Sales Representative must:

- . Display Parliament 80/85's only in the 20 pack Set/Sell unit provided.
- . Insure proper product rotation at the retail level. All supplies of the old package must be exhausted before the new packages are sold. Old packages will not be picked-up and returned to Richmond.
- . Leave a "carton insert" with each retailer contacted during the entire Sixth Cycle (a quantity of inserts is included in the Cycle P.O.S. Kit).

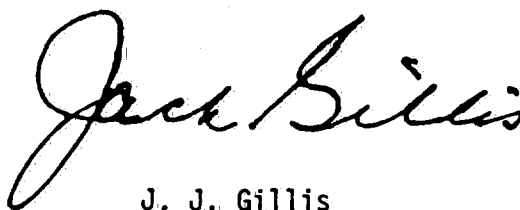
Reporting

Reporting on the Daily Work Record and Scanner Report will be as usual.

Materials

	<u>AMCS</u>	<u>AMDS</u>	<u>M/R</u>	<u>D.M.</u>	<u>S.R.</u>
Carton Insert	50	50	50	50	400
Trade Brochure	50	50	40	40	---

This package change is an important positive step for Parliament, and with your help during the transition period, the brand should experience renewed growth during 1975.


J. J. Gillis

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